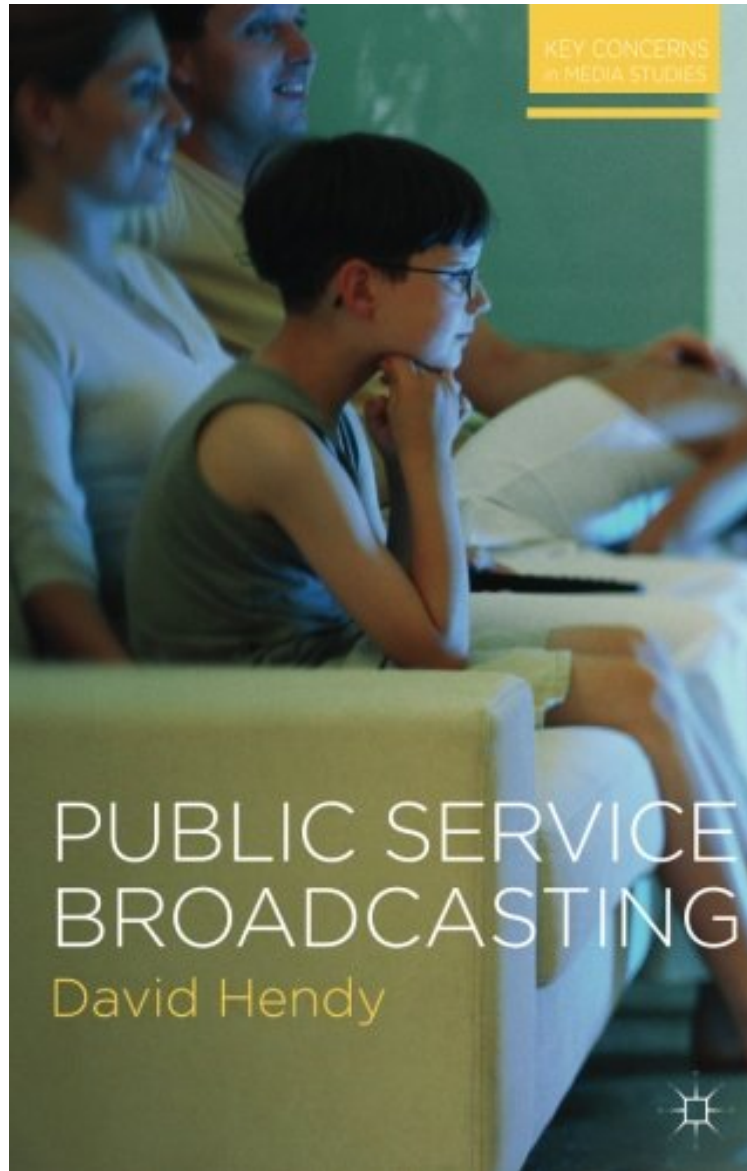


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Public Service Broadcasting (Key Concerns in Media Studies)

David Hendy

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David Hendy : Public Service Broadcasting (Key Concerns in Media Studies) before purchasing it in order to gage whether or not it would be worth my time, and all praised Public Service Broadcasting (Key Concerns in Media Studies):

Challenging the opinion that public service broadcasting is a thing of the past, David Hendy explains its importance in the present and in the future. Written by a leading expert in the field, this book explores the development of public service broadcasting, outlining the key debates and issues, while situating them within wider cultural contexts. Hendy uses media history to consider the outlook for broadcasters such as the BBC, and other networks and stations around the world. He analyzes how these institutions shape society, culture, and politics, focusing on how key ethical and cultural values - such as enlightenment, impartiality, service, choice, and trust have been constantly reinvented to ensure that broadcasting can carry on being a public 'good' as well as a commercial product. Clear, concise, and contemporary, *Public Service Broadcasting* is invaluable reading for all students of media and broadcasting, and for anyone interested in a strand of media that has had - and continues to have - an enormous social and cultural impact, not only in Britain, but across the globe.

From the Back Cover
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About the Author
David Hendy is Professor of Media and Communication (Media and Film) at the University of Sussex, UK. David was elected a Fellow of the Royal Historical Society in 2010. He is currently a Leverhulme Research Fellow.